Business Opportunity #2 - NLK 9/30/93

Georges Mobil - Millersport Highway

This grand opening afforded me the opportunity to gather some interest from U.B. students who had been going elsewhere to purchase cigarettes. In a store down the street, the owner of another Mobil has been reluctant to change his prices from $3.01/pack, despite the drop in cost. This provided Georges Mobil with an opportunity to 'steal' customers and gain favorable recognition with Grand opening deals.

Our successful program of converting smokers with free packs ~~gained~~ began at 11:45 and ended at 5:00pm. In this short period of time we managed to confiscate competitive smokers' packs to discard, promote the new Winston Selects and Camel Specials as conversion brands, and preview the new lotto program.

Over 50 consumer missions were handled in addition to the free pack coupons for loyal RJR smokers.

When a competitive smoker approached his or her cigarette packs (full or not) ~~was~~ were confiscated and they were given two free packs to convert them. Inside the store,

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premiums were packed with one, two or three packs to allow the 'new loyal RJR smoker' to take home a gift along with his new brand.

Franchise smokers were congratulated on their wise choice and informed about new and different deals. ~~and~~ Both smokers were handed information on "Winston Weekends" and "Camel Catalog Tour". All Camel smokers were directed to the 'Camel Lotto' poster and informed about the program.

All in all, the opportunity turned out better than expected. Since the owner did not pre-order enough product in Camel brands, and the Buy 1 Get 1 Winston Free product did not make it to the store on time, some customers had to go with a second choice in these brand families. A good time was had by all!

As is shown literally in picture #5, another date was set up with Dave Gravino to work a store sale on Oct. 14. There will be no other companies represented at that showing.

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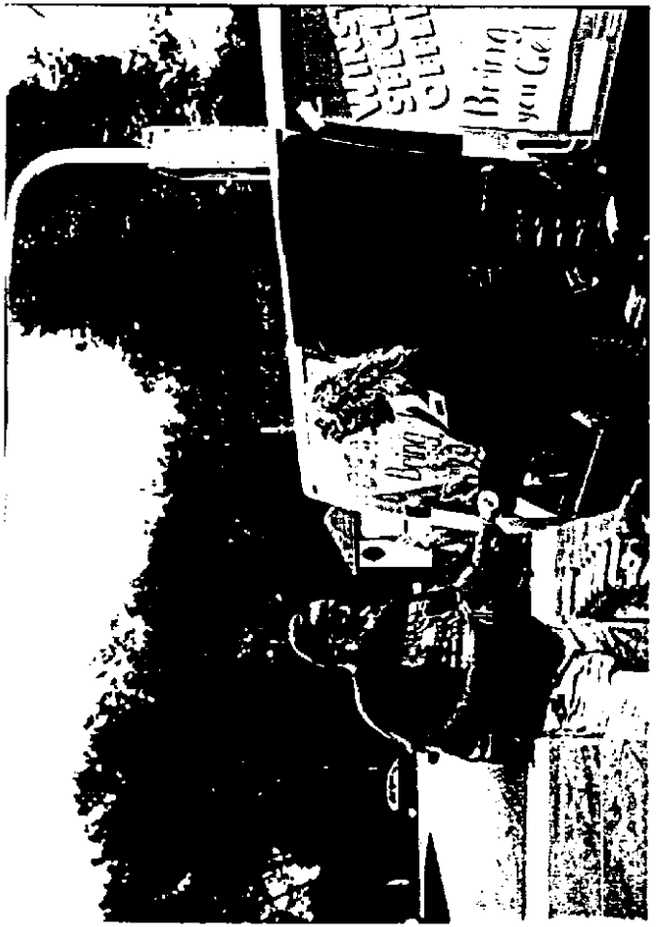

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